

<b>Province of Newfoundland and Labrador - All Regions</b>					
<b>Occupancy Rates for 2014</b>					
<b>Month</b>	<b>Total Rooms Available/Month</b>	<b>Total Rooms Sold</b>	<b>Occupancy Rate</b>	<b>Total Room Revenue</b>	<b>Average Daily Rate</b>
January	209,640	72,031	34.36%	\$8,598,181.14	\$119.37
February	192,644	80,103	41.58%	\$9,808,269.31	\$122.45
March	213,992	93,321	43.61%	\$11,466,872.76	\$122.88
April	211,852	92,466	43.65%	\$11,252,051.04	\$121.69
May	238,578	103,200	43.26%	\$13,569,112.76	\$131.48
June	247,363	141,715	57.29%	\$19,932,164.32	\$140.65
July	260,202	179,966	69.16%	\$24,946,522.05	\$138.62
August	257,592	187,948	72.96%	\$26,667,765.45	\$141.89
September	244,578	141,560	57.88%	\$19,599,600.81	\$138.45
October	233,644	121,555	52.03%	\$16,341,914.25	\$134.44
November	211,769	103,234	48.75%	\$13,123,191.33	\$127.12
December	208,422	71,381	34.25%	\$8,665,536.12	\$121.40
<b>OVERALL</b>	<b>2,730,276</b>	<b>1,388,480</b>	<b>50.85%</b>	<b>\$183,971,181.34</b>	<b>\$132.50</b>

Source: Accommodation Component of TDMS II

Please note that the data is subject to revision pending receipt of further data from the province's operators. The occupancy and average daily rate data should be considered as preliminary/estimates. Room nights sold, room nights available and room revenue should be considered counts/totals for the sample (properties) reporting.

Data for 2014 is based on information received and entered into TDMS as of September 17, 2015

<b>Province of Newfoundland and Labrador - Avalon Region</b>					
<b>Occupancy Rates for 2014</b>					
<b>Month</b>	<b>Total Rooms Available/Month</b>	<b>Total Rooms Sold</b>	<b>Occupancy Rate</b>	<b>Total Room Revenue</b>	<b>Average Daily Rate</b>
January	87,067	37,112	42.62%	\$4,641,807.05	\$125.08
February	79,249	39,277	49.56%	\$5,016,031.63	\$127.71
March	87,453	45,619	52.16%	\$5,917,236.43	\$129.71
April	85,955	49,093	57.11%	\$6,429,613.97	\$130.97
May	92,803	54,857	59.11%	\$7,823,073.30	\$142.61
June	92,405	68,095	73.69%	\$10,828,419.57	\$159.02
July	95,941	73,690	76.81%	\$11,332,581.25	\$153.79
August	95,306	79,847	83.78%	\$12,618,831.32	\$158.04
September	92,770	67,831	73.12%	\$10,427,668.73	\$153.73
October	92,365	62,907	68.11%	\$9,310,780.22	\$148.01
November	86,114	54,975	63.84%	\$7,583,866.71	\$137.95
December	88,161	37,721	42.79%	\$4,893,763.91	\$129.74
<b>OVERALL</b>	<b>1,075,589</b>	<b>671,024</b>	<b>62.39%</b>	<b>\$96,823,674.09</b>	<b>\$144.29</b>

Source: Accommodation Component of TDMS II

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<b>Province of Newfoundland and Labrador - Eastern Region</b>					
<b>Occupancy Rates for 2014</b>					
<b>Month</b>	<b>Total Rooms Available/Month</b>	<b>Total Rooms Sold</b>	<b>Occupancy Rate</b>	<b>Total Room Revenue</b>	<b>Average Daily Rate</b>
January	19,078	4,685	24.56%	\$457,397.56	\$97.63
February	17,138	5,464	31.88%	\$526,910.83	\$96.43
March	19,208	7,404	38.55%	\$678,342.99	\$91.62
April	18,805	7,024	37.35%	\$639,332.15	\$91.02
May	24,207	7,158	29.57%	\$829,971.97	\$115.95
June	26,387	12,079	45.78%	\$1,515,267.00	\$125.45
July	27,178	17,310	63.69%	\$2,205,503.05	\$127.41
August	27,465	18,839	68.59%	\$2,458,541.54	\$130.50
September	26,111	13,192	50.52%	\$1,621,667.81	\$122.93
October	23,960	8,931	37.27%	\$1,023,773.82	\$114.63
November	19,520	7,389	37.85%	\$726,482.00	\$98.32
December	17,799	4,661	26.19%	\$445,471.22	\$95.57
<b>OVERALL</b>	<b>266,856</b>	<b>114,136</b>	<b>42.77%</b>	<b>\$13,128,661.94</b>	<b>\$115.03</b>

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<b>Province of Newfoundland and Labrador - Central Region</b>					
<b>Occupancy Rates for 2014</b>					
<b>Month</b>	<b>Total Rooms Available/Month</b>	<b>Total Rooms Sold</b>	<b>Occupancy Rate</b>	<b>Total Room Revenue</b>	<b>Average Daily Rate</b>
January	33,910	7,974	23.52%	\$855,533.87	\$107.29
February	31,025	9,959	32.10%	\$1,082,022.16	\$108.65
March	34,854	10,836	31.09%	\$1,160,937.52	\$107.14
April	34,840	11,453	32.87%	\$1,256,511.82	\$109.71
May	38,992	13,227	33.92%	\$1,543,775.65	\$116.71
June	41,743	18,638	44.65%	\$2,358,123.62	\$126.52
July	45,960	28,330	61.64%	\$3,757,476.46	\$132.63
August	45,796	30,191	65.92%	\$4,061,366.63	\$134.52
September	41,824	18,284	43.72%	\$2,286,867.22	\$125.07
October	37,899	13,316	35.14%	\$1,585,547.87	\$119.07
November	33,803	10,886	32.20%	\$1,204,791.47	\$110.67
December	32,950	8,512	25.83%	\$915,633.76	\$107.57
<b>OVERALL</b>	<b>453,596</b>	<b>181,606</b>	<b>40.04%</b>	<b>\$22,068,588.05</b>	<b>\$121.52</b>

Source: Accommodation Component of TDMS II

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<b>Province of Newfoundland and Labrador - Western Region</b>					
<b>Occupancy Rates for 2014</b>					
<b>Month</b>	<b>Total Rooms Available/Month</b>	<b>Total Rooms Sold</b>	<b>Occupancy Rate</b>	<b>Total Room Revenue</b>	<b>Average Daily Rate</b>
January	47,993	11,899	24.79%	\$1,272,193.69	\$106.92
February	45,563	14,742	32.36%	\$1,758,931.34	\$119.31
March	50,777	18,619	36.67%	\$2,240,013.10	\$120.31
April	51,222	15,347	29.96%	\$1,689,052.27	\$110.06
May	60,307	16,181	26.83%	\$1,812,099.99	\$111.99
June	64,688	28,394	43.89%	\$3,375,261.75	\$118.87
July	68,047	45,075	66.24%	\$5,698,069.14	\$126.41
August	65,873	44,005	66.80%	\$5,581,759.31	\$126.84
September	61,622	27,406	44.47%	\$3,307,858.64	\$120.70
October	57,061	21,564	37.79%	\$2,489,444.69	\$115.44
November	50,742	16,876	33.26%	\$1,863,411.39	\$110.42
December	47,253	12,431	26.31%	\$1,341,946.27	\$107.95
<b>OVERALL</b>	<b>671,148</b>	<b>272,539</b>	<b>40.61%</b>	<b>\$32,430,041.58</b>	<b>\$118.99</b>

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<b>Province of Newfoundland and Labrador - Labrador Region</b>					
<b>Occupancy Rates for 2014</b>					
<b>Month</b>	<b>Total Rooms Available/Month</b>	<b>Total Rooms Sold</b>	<b>Occupancy Rate</b>	<b>Total Room Revenue</b>	<b>Average Daily Rate</b>
January	21,592	10,361	47.99%	\$1,371,248.97	\$132.35
February	19,669	10,661	54.20%	\$1,424,373.35	\$133.61
March	21,700	10,843	49.97%	\$1,470,342.72	\$135.60
April	21,030	9,549	45.41%	\$1,237,540.83	\$129.60
May	22,269	11,777	52.89%	\$1,560,191.85	\$132.48
June	22,140	14,509	65.53%	\$1,855,092.38	\$127.86
July	23,076	15,561	67.43%	\$1,952,892.15	\$125.50
August	23,152	15,066	65.07%	\$1,947,266.65	\$129.25
September	22,251	14,847	66.73%	\$1,955,538.41	\$131.71
October	22,359	14,837	66.36%	\$1,932,367.65	\$130.24
November	21,590	13,108	60.71%	\$1,744,639.76	\$133.10
December	22,259	8,056	36.19%	\$1,068,720.96	\$132.66
<b>OVERALL</b>	<b>263,087</b>	<b>149,175</b>	<b>56.70%</b>	<b>\$19,520,215.68</b>	<b>\$130.85</b>

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